1.   A method of providing an ally association comprising:

providing a profile within a computer network, said profile comprising a profile

subject corresponding to and representing a person, service, or thing of

interest;

5   associating an ally with said profile subject featured in said profile; and

allowing said ally to perform an association-related function.

2.   The method of claim 1, further comprising securing initial or periodic

compensation from a proprietor of said profile.

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3.   The method of claim 2, further comprising providing scheduled incentives to said

proprietor of said profile to obtain one or more allies, thus increasing and propagating the

number of said profiles and said allies within said computer network.

15   4.   The method of claim 1, further comprising securing initial or periodic

compensation from said ally.

5.   The method of claim 1, wherein said ally facilitates creation of a reference

hierarchy within said computer network.

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6.   The method of claim 1, further comprising providing a profile of said ally, also

within said computer network.

7.   The method of claim 1, wherein said computer network comprises a pre-defined online community of users.

8.   The method of claim 7, wherein said ally is a member of said online community.

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9.   The method of claim 7, wherein said ally is a non-member of said online community.

10.   The method of claim 7, wherein said pre-defined online community is selected

10   from the group consisting of an online dating community comprised of a plurality of user profiles, a professional locator and referral community, an online shopping store, an online auction community, an information dissemination community, a business company community, a community of service providers, and any other similar online community comprising at least one profile of a person, service, or thing of interest,

15   wherein someone may utilize said ally associates associated with said profile to gain access to and learn about said person, service, or thing featured in said profile.

11.   The method of claim 6, further comprising the step of associating an ally with said profile of said ally.

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12.   The method of claim 6, wherein said ally is capable of becoming associated with other allies, and so on, to create a reference hierarchy and organize, build, and propagate said computer network.

13.   The method of claim 1, wherein said associating an ally with said profile subject comprises associating said ally at the request of a proprietor of said profile.

5   14.   The method of claim 1, wherein said associating an ally with said profile subject comprises associating said ally at the request of said ally and subsequent approval of a proprietor of said profile.

15.   The method of claim 1, wherein said associating an ally with said profile subject

10   comprises allowing a proprietor of said profile to unilaterally add said ally.

16.   The method of claim 1, wherein said associating an ally with said profile subject comprises allowing a proprietor to provide requestor information to a group of users within a computer network and seek those individuals that meet certain criteria and then

15   selectively add these individuals as allies.

17.   The method of claim 1, wherein said association-related function is selected from a vouching and witnessing function, a referring function, an introduction function, a schedule or event coordinating function, an ancestral function, a liaison function, a

20   promoting function, an advertising function, a personal assistant function, an investigating function, an ally attracting function, an ally obtaining function, a screening function, a sponsoring function, and others.

18.   The method of claim 1, wherein said ally is of the type selected from the group consisting of a member of a pre-defined community, a non-member of a pre-defined community, a non-human ally, a non-user ally, an ancestral ally, a group ally, an entity, and others.

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19.   The method of claim 1, further comprising providing incentives to said ally for becoming an ally of said profile subject, and for each additional service as an ally, thus facilitating an ongoing ally association system.

10   20.   The method of claim 1, further comprising implementing a network marketing concept for associating allies.

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21.　A method for organizing, building, and propagating a computer network community comprising:

　　　　providing a computer network;

　　　　providing a profile within said computer network, said profile comprising a

5　　　　　　profile subject corresponding to and representing a person, service, or

　　　　　　thing of interest;

　　　　associating a first degree ally with said person, service, or thing of interest

　　　　　　featured in said profile;

　　　　associating a second degree ally with said person, service, or thing of interest

10　　　　　　featured in said profile, said second degree ally being a first degree ally to

　　　　　　said first degree ally of said person, service, or thing of interest featured in

　　　　　　said profile;

　　　　repeating each of said steps of associating to create a reference hierarchy of allies

　　　　　　to the nth degree within said computer network; and

15　　　allowing said allies to the nth degree to perform association-related functions with

　　　　　　respect to each other and said person, service, or thing of interest.

22.　The method of claim 21, further comprising providing a profile for each of said n^{th} degree allies, with each ally being able to have allies of their own that are associated

20　with their profile.

23.   A method for providing an ally association, said method comprising the steps of:

obtaining and supporting an online profile within a pre-defined online community, said profile corresponding to and representing a person, service, or thing of interest, said profile authorized by a proprietor of said

5   profile;

providing an ally association function to facilitate creation of a reference hierarchy and system, wherein said ally association function allows said profiles to have and become associated with at least one ally associate that performs at least one association-related function; and

10   securing initial or periodic fees from said proprietor of said profile.

24.   The method of claim 23, further comprising providing incentives to said proprietor and said ally.

15 25.   The method of claim 23, further comprising implementing a network marketing concept for associating allies.

26. A method for increasing the exposure of a profile within a computer network, said method comprising:

providing a profile within a computer network, said profile comprising a profile subject corresponding to and representing a person, service, or thing of

5 interest;

associating an ally with said profile subject;

posting said ally in an ally profile on said profile; and

linking said profile to at least one other profile within said computer network.

10 27. The method of claim 26, further comprising causing said ally to perform one or more association-related functions.

28. A method for generating revenue from a network-based business, said method comprising:

   providing a computer network;

   providing a profile within said computer network, said profile comprising a

5   profile subject;

   associating an ally with said profile subject, said ally identified in an ally profile

      on said profile;

   securing an initial and/or periodic fee from a proprietor of said profile.

10 29. The method of claim 28, further comprising providing incentives to said proprietor for any additional allies obtained.

30. The method of claim 28, further comprising providing incentives to users for becoming an ally.

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31. The method of claim 28, further comprising providing incentives to users for obtaining one or more allies.

32. The method of claim 28, further comprising establishing a network marketing

20 function to propagate growth of said users of said computer network, said network marketing function based upon an ally association function.

33. A method for providing for the establishment of relationships among users of a computer network, said method comprising:

    providing a computer network;

    providing a profile within said computer network, said profile comprising a

5   profile subject;

    associating an ally with said profile subject, said ally identified in an ally profile on said profile;

    allowing a user to access said computer network;

    allowing said user to access said profile; and

10   allowing said user to initiate contact with said ally for the purpose of establishing a relationship with said profile subject.

34. The method of claim 33, wherein said user comprises an investigator.

15   35. The method of claim 33, wherein said user comprises a proprietor of a profile.

36. The method of claim 33, wherein said user comprises an ally.

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